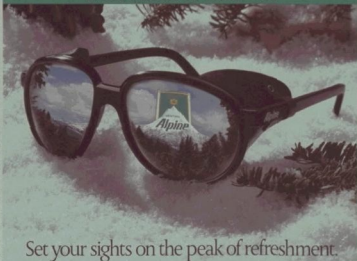


LEO BURNETT U.S.A.  
A DIVISION OF LEO BURNETT & COMPANY, INC.

Ad No. PSI-110 - (MOUNTAIN GLASSES) - ~~PSI-110~~ No. M19545 - Page, 4/C - (8 x 10 13/16 inches)

PSI, 1992

## FREE ALPINE MOUNTAIN GLASSES WITH PROOFS OF PURCHASE.



Set your sights on the peak of refreshment.

**SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.**

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Cigarettes: Soft 8 mg "tar," 0.7 mg nicotine; 100's 8 mg "tar," 0.8 mg nicotine;  
Kings: Soft 8 mg "tar," 0.7 mg nicotine; Kings Box 15 mg "tar," 0.8 mg nicotine;  
Kings Soft and 100's: 15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

### FREE MOUNTAIN GLASSES WITH 2-PROOFS OF PURCHASE.

Exchange \$100 cash value from used 10 mg. or less  
tar cigarettes with 2 proofs of purchase from any style of Alpine  
cigarettes for:

Alpine Mountain Glasses Office

241 New York, New York, N.Y. 10001-1001

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### \$1.00 OFF TWO PACKS.

Good on any style or length of Alpine. May be  
used in conjunction with in-store coupons.



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REDEMPTION COUPON - EXPIRES 12/31/92

Exchange 100's cash value from used 10 mg. or less  
tar cigarettes with 2 proofs of purchase from any style of Alpine  
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241 New York, New York, N.Y. 10001-1001

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